

AMENDMENTS TO THE SPECIFICATION

Please replace Paragraph [0031] with the following paragraph rewritten in amendment format:

[0031] As illustrated in FIGS. 2 and 5, the columns 44 and 46 extend continuously in a longitudinal direction from the waist segment 16 to the base 20. As illustrated in FIG. 3, each column 44 and 46 have a similar predetermined radius of curvature R_1 , throughout its arcuate extent. The columns 44 and 46 include a unique I-beam construction which adds structure, support and strength to the sidewall portion 18 of the container 10. This added structure and support, resulting from the I-beam construction of the columns 44 and 46, minimizes the outward movement or bowing of the columns 44 and 46 during the fill, seal and cool down procedure. Accordingly, contrary to the flex panels 40 and 42, the columns 44 and 46 maintain their relative stiffness throughout the fill, seal and cool down procedure. The columns 44 and 46 provide a generally outward arcuate first convex shaped surface 49 as formed with the a distance d_1 from a central longitudinal axis 48 of the container 10 being greater toward the base 20 of the container 10 being greater than a distance d_2 from the central longitudinal axis 48 of the container 10 toward the waist segment 16 of the container 10. As illustrated in FIGS. 4 and 6, columns 44 and 46 include a generally concave lower surface 50. Lower surface 50 is surrounded by and merges with outer ribbed surfaces 52 having a radius of curvature R_2 . In accordance with this unique I-beam construction, the ribbed surfaces 52 are the flat, flange portions of the I-beam while the lower surface 50 is the web portion between the flange portions. It should be noted that the ribbed surface 52 is a distinctly identifiable structure helping to distinguish between columns 44

and 46, and flex panels 40 and 42. The ribbed surfaces 52 provide strength to the transition between columns 44 and 46, and flex panels 40 and 42. This transition must be abrupt in order to maximize the local strength as well as to form a geometrically rigid structure. The resulting localized strength increases the resistance to creasing in the sidewall portion 18.